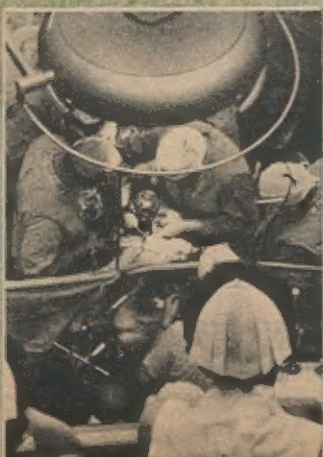
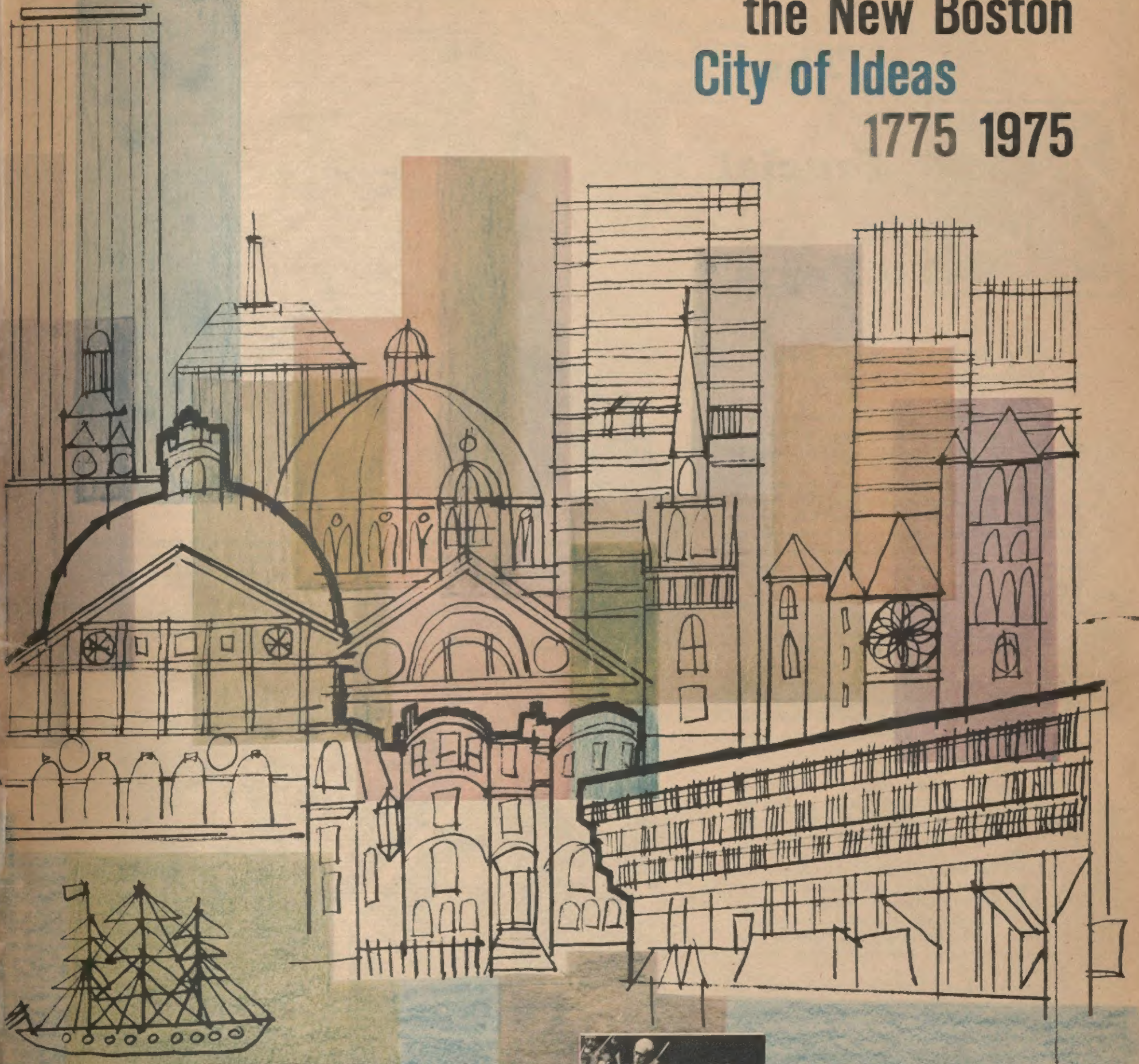


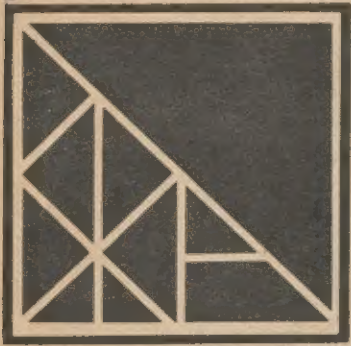
the New Boston

City of Ideas

1775 1975



The Boston Globe



The Crucial Years

The Rt. Rev. Francis J. Lally
Chairman, Boston Redevelopment Authority

The Boston Redevelopment Authority looks to the future of Boston with hope and optimism. We believe that the next few years can well be crucial in Boston's efforts to renew itself.

We are confident of the future because it is, after all, to be determined by the efforts, imagination, and enthusiasm of the citizens of our City. Without your support we could not have begun this task; without your continued determination and your willingness to participate actively, we cannot hope to reach our goals.

The work of the Boston Redevelopment Authority divides itself into several phases.

First, we must try to create a plan for each neighborhood and section of the City. Such plans must try to preserve the best that now exists and make room for attractive new housing and other improvements. In each residential neighborhood we seek to plan in active co-operation with the residents of the neighborhood itself.

Second, we must obtain the necessary citizen and legislative support to adopt and carry out the plan. In this respect, we look not only to the Federal Government but also to the Boston City Council and other government agencies.

Third, we must carefully provide for the necessary acquisition of buildings and the rehousing of families. We are making every effort to be just and humane—our goal is not only to minimize relocation, but even there to help insure families find better housing at reasonable prices.

Fourth, it is our task to provide the sites for new construction largely by private enterprise. In the coming year, we look for the construction of several hundred moderate cost, private housing units as well as construction of the Government Center complex and other buildings.

A City, above all else, exists for the people who live, work, and visit there. Boston has been famous throughout the world as a City which people loved and cherished. Our goal is to keep Boston that way.

Sincerely,

Francis J. Lally



The Rt. Rev.
Francis J. Lally

Members of the Boston City Council, below, top row, left to right, Peter F. Hines, Patrick F. McDonough, Christopher Iannella and Gabriel Piemonte; second row, John J. Tierney, John E. Kerrigan and William J. Foley; bottom, Thomas A. Sullivan and James S. Coffey.



Boston Redevelopment Authority

James G. Colbert,
Stephen E. McCloskey,

John Ryan,
Melvin Massucco,

Members of the Staff

Kane Simonian
Edward J. Logue



Mayor Collins

This is a decade of change and growth for Boston. Even more, it is a decade of decision and dedication. We are striving to create a truly "New Boston," one which will be worthy of our proud traditions.

The task we have set for ourselves is not an easy one. Boston has felt the full impact these past years of the spread of blight. I am confident, however, that with hard work and perseverance, we will succeed as succeed we must.

What will Boston be like in 1975? That is the question this admirable report seeks to answer. I suggest there are four broad goals which we should seek to attain in the years ahead.

A Renewed and Vigorous Downtown: Downtown Boston is the very heart of the city, indeed of the entire metropolitan area. Yet its decline and obsolescence are visible to all. With the Government Center Project, now ready to start construction, together with our efforts to renew the Waterfront and the Central Business District, Downtown Boston shall regain its once-proud position in our economic and cultural life. The Prudential Center, too, is a dramatic symbol of our increasingly healthy economic climate and prosperity.

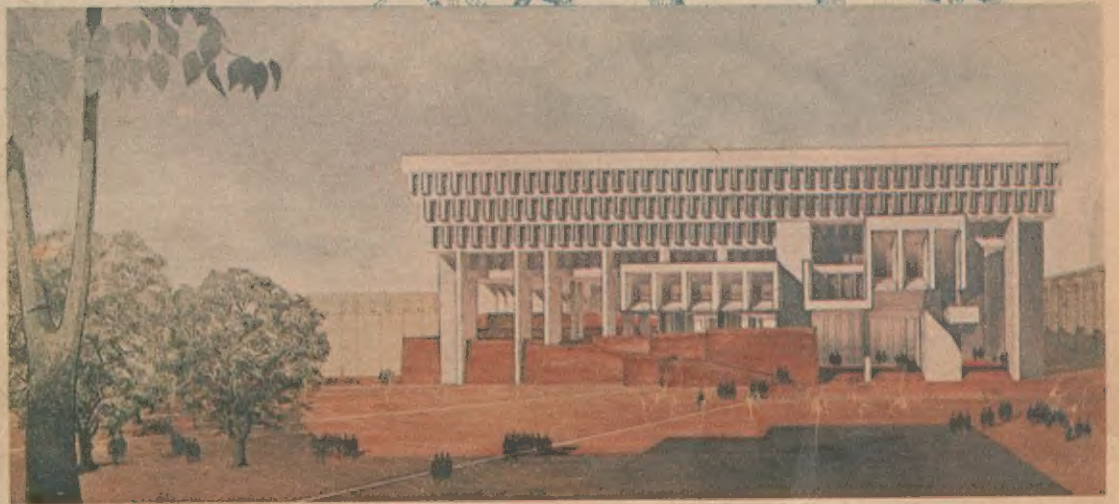
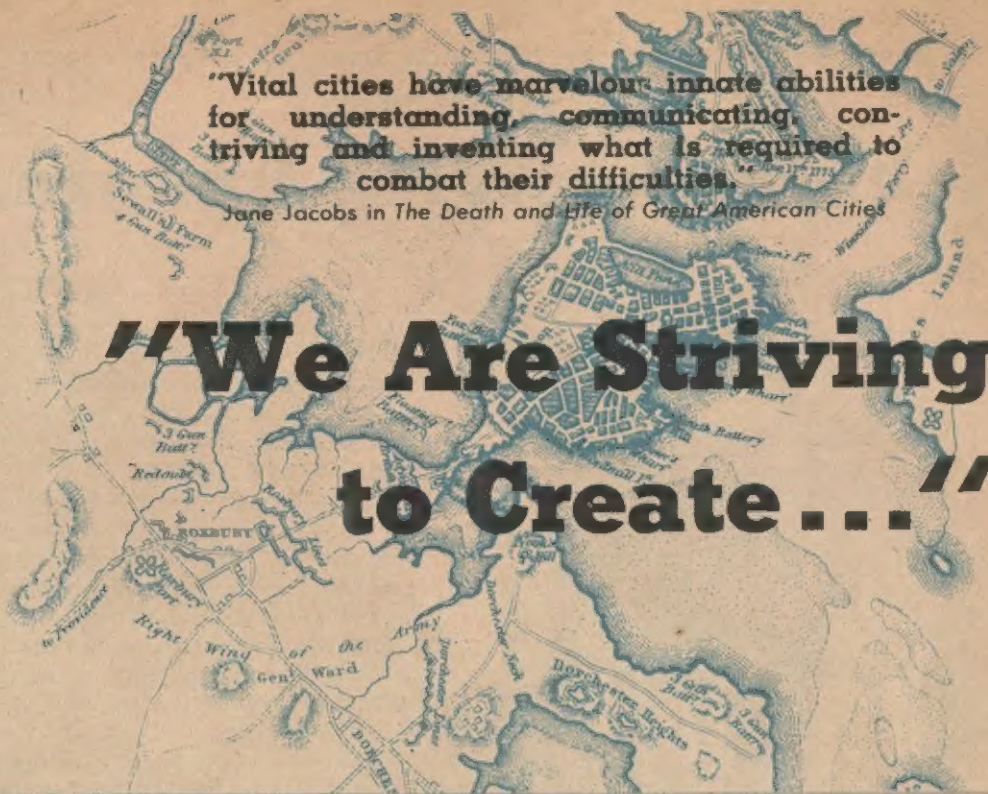
Better Neighborhoods: Our goal is to stop the spread of slums and make our older neighborhoods attractive, safe and pleasant places to live and raise a family. In this planning process—planning with people in the fullest sense of the word—the emphasis will be on conservation and rehabilitation rather than demolition.

Improved Educational Opportunities: Our schools can be the best guarantee for future strength in the neighborhoods of Boston. Too many of our schools today are old and obsolete. We must rebuild our school plant as one part of a vast effort to improve educational opportunities.

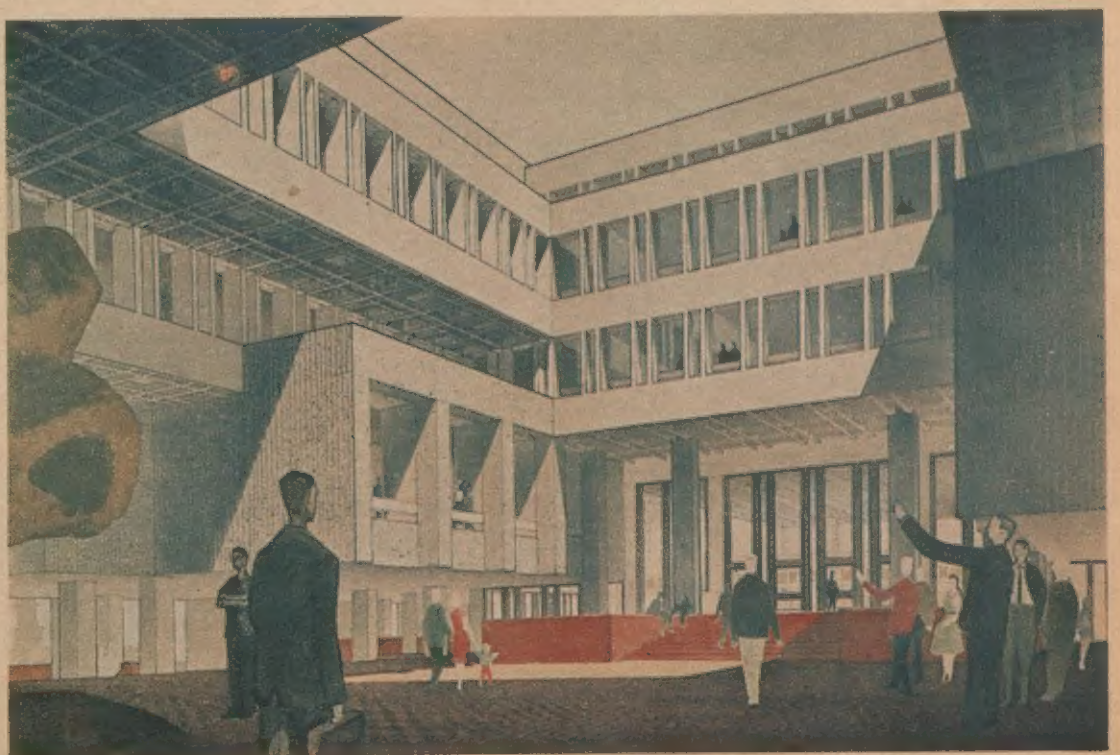
Cultural and Institutional Strength: Boston is in fact a "City of Ideas." We are the home of nearly countless educational, medical, and cultural institutions. They are a familiar and well loved part of Boston. Our goal is to encourage the arts of learning and healing to be worthy in all respects of Boston's tradition for excellence and for beauty.

Very truly yours.

John F. Collins
Mayor



Symbolic of Boston's new vigor is design for its City Hall that combines a daring approach with respect for a rich architectural past. West facade fronts vast plaza area.



Vast open spaces inviting Bostonians within its walls feature City Hall design. Inner courtyard leads to various municipal agencies and public officials' offices.

"Never before in history has man been so free to create a city in the image of his desires."

G.H. Perkins in *The Future of Cities*

Rebuilding With Imagination



Can Boston really rebuild itself with imagination and beauty?

Will the older neighborhoods of Boston—South End, Washington Park, Charlestown, and others—come back into their own as attractive and desirable neighborhoods in which to live and raise a family?

Can we renew our Waterfront, Boston's Window on the World, as a vital part of the City? And will Downtown Boston regain its leading role in the metropolitan economy?

Is there a solution to the transportation mess which threatens to strangle the City?

Can Boston, in short, find the ways and means as well as the self-confidence to renew itself?

These are some of the questions being asked today. Their answer will govern Boston's future.

The Boston Development Program is dedicated to finding a comprehensive solution to these vital problems. We cannot and should not make little plans—we need to be bold as well as prudent.

I believe our program for the "New Boston" meets these tests, but there is much that needs to be done.

Our Program is guided by four key principles:

Leadership from City Hall. No City can renew itself without bold and effective leadership from City Hall. There is too much at stake for timidity and buck-passing. Boston is fortunate in having in Mayor Collins a Mayor with both vision and courage.

Active Citizen Participation: We believe that the residents of Boston's neighborhoods should have an important voice in their own future. This is the essence of planning with people and it is a cornerstone of our program.


Coordinated Administration: Urban Renewal regrettably is complex. It requires careful meshing of local plans with Federal and State assistance and long-term capital programming. We cannot afford to rebuild Boston without substantial and continuing Federal aid, and indeed this is only just since cities are such a large source of Federal tax revenue. Boston is burdened with a bewildering government structure that encourages divided responsibility. Our program is built on coordinated administration under the Mayor's leadership.

A Concern for Beauty: Boston has a deserved reputation for beauty. It is entirely possible to rebuild our City in an unattractive and unimaginative way. It is also possible to provide for the best in design quality not only in new construction, but also in the restoration of existing neighborhoods. The latter is our goal, and I believe in the Government Center complex we will achieve an outstanding architectural complex worthy of the best in Boston.

I believe that with continued citizen support Boston can indeed rebuild itself. This report shows the what and the where of our efforts.

Edward J. Logue





**The Old
Comes Down . . .
The Good
Remains . . .**

**Urban Renewal Is
a Pruning Process
. . . and a Replanting**

The New Appears



"The true steel-frame structure stands unique in the flowing of man and his works."

Louis Sullivan in *The Autobiography of an Idea*

A 52-story office tower dominates the Back Bay's Prudential Center with its spacious plazas, skating rink, retail shops and parking areas, above and below ground. At left is the 29-story Hotel America and beyond it the new convention hall. The toll road runs diagonally through.

An Energetic Back Bay Emerges

Serving as a catalyst for the city's revitalization is the faith in the Hub's future displayed by one of the largest business operations in the country.

Prudential Insurance Co. of America long ago predicted brighter days ahead for the city even as others were ready to write the city off as a bad risk. The giant insurance firm backed up its optimism by deciding to base its northeastern home office here and at the same time is pouring in some \$100 million into new construction that's changing the local skyline.

This contribution to Boston's rebirth wasn't any philanthropic gesture to the city but rather a practical decision based on detailed surveys and market analyses which convinced the financial institution that its investments would be sound.

Well before 1975 the 32-acre Back Bay site, once lined with a myriad of railroad tracks, will be functioning as a principal office and convention headquarters.

A 52-story office tower—the largest building in the country outside of Manhattan—a 1000-room luxurious hotel and a giant convention and exhibition hall, the city's contribution, destined to attract major convention groups whose spending money will contribute to the local economy.

Shoppers of the Back Bay will include in their itinerary the 75 retail shops in the Center that will line the base of the office tower and the spacious plaza areas being set aside for public enjoyment. A skating rink larger than Rockefeller Center's will be the scene of some fancy maneuvers by budding skating stars. Underground garages will handle over a thousand cars.

Grand opera and other major spectacular productions no longer will bypass Boston. Its new convention auditorium will be large enough to accommodate them as well as to assure Boston a place as an important convention city.

The Center's construction also will give off a chain reaction for other major improvements in the Back Bay, much of it already evident in new construction along Boylston st., the new Midtown Motel on Huntington av., large scale rehabilitation of older apartments.

An integral part of the development and coordinated with it is the construction of the high-speed Massachusetts Turnpike toll road extension passing under the Center. It will carry thousands of vehicles daily from the west into the terminus at South Station.



"The final mission of the city is to further man's conscious participation in the cosmic and the historic process."

Lewis Mumford in *The City in History*

Scenic and Spacious for Convenience and Conventions

A focal point for Back Bay business and commercial activity by 1975 will be the giant Prudential Center complex. Thousands of annual out-of-town visitors will stay at the modern and luxurious Hotel America. Thousands more, as conventioners, will throng the city's large exhibition hall while the tall office tower will be the scene of a steady flow of business life and financial exchange. The center will provide, say Greater Boston Chamber of Commerce experts, more than 5000 jobs. The conventions will draw an estimated \$25 million a year as spending money by visiting delegates.



A section of "Hotel America," a 1012-room, 29-story structure to the West of Prudential tower, raises a modern facade. Three hotels in one, its four-story wing will be topped by a large swimming pool and recreation area. Four major restaurants are included in the design.

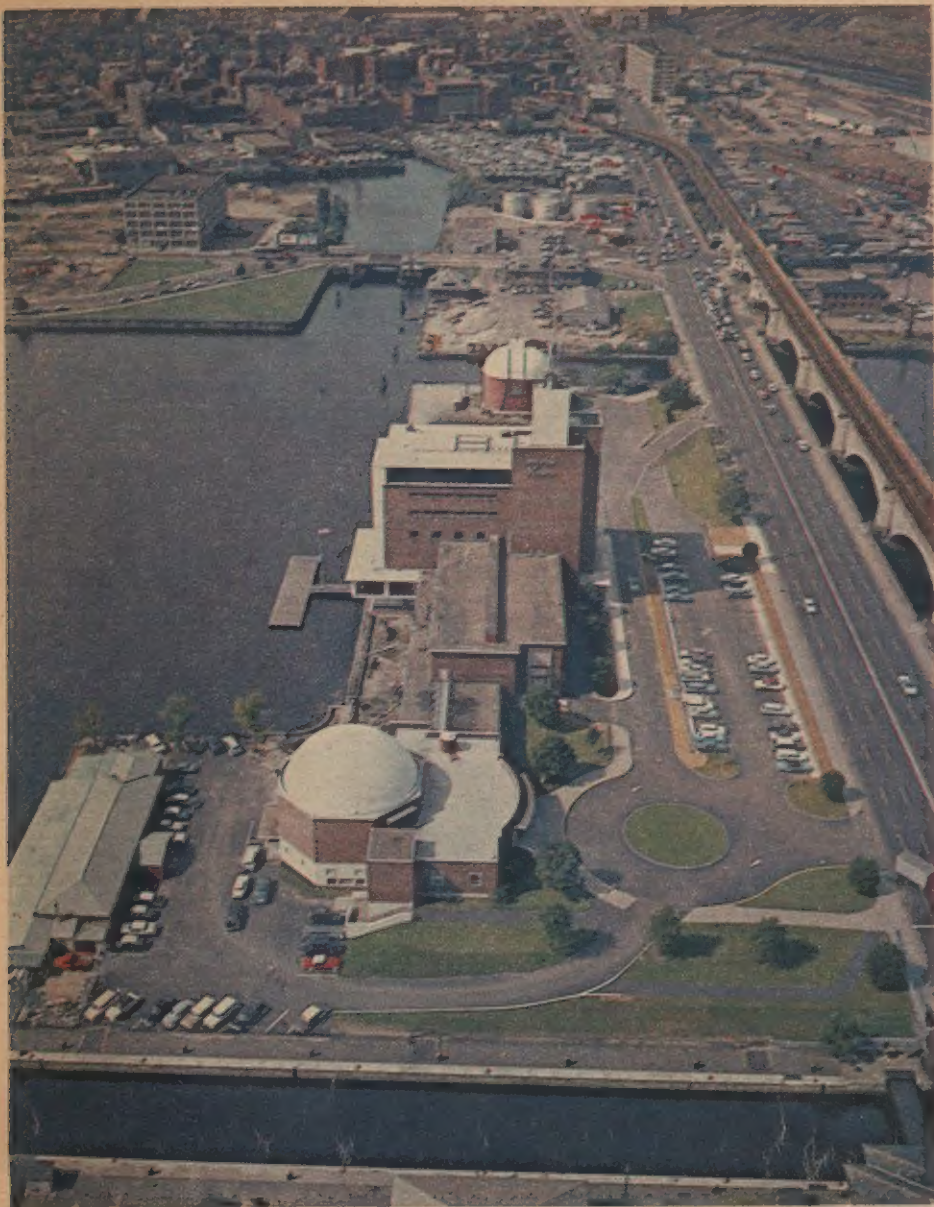
The spacious "sky room" restaurant on the top floor of Prudential's 52-story office tower, through glass walls will offer panoramic views of the city. The restaurant will be served by four high-speed elevators and a shuttle car running from the 50th-floor observation deck.



The ground level area near the lobby entrances to the 52-story Prudential tower will offer spacious walks to the variety of business representatives and ordinary pedestrians and shoppers who will frequent the Back Bay center.



Boston will attract major conventions through its new convention hall which will provide some 150,000 sq. feet of exhibition space. A 5800-seat auditorium will enable major theatrical productions including ballet to be performed.



"All may participate in building the city! All may exercise their initiative and skill within the climate of free enterprise."

Arthur B. Gallion in *Civic Design and Democracy*



From modern apartments high above the city's ribbon-like highways, tenants enjoy city living but do not lose their open spaces. Well-spaced buildings give the city new vistas and the Charles River area a magnificent one.

A sweeping view of Boston's already famous Museum of Science Park near Leverett Circle in the West End and of the placid waters of the Charles River is enjoyed by residents of the West End's modern apartments.

Charles River and Modern Living

Charles River Park in the West End—a potential \$60 million investment in luxurious intown living, where high rise, terraced apartment buildings and town houses are replacing narrow streets once crowded with worn-out tenements.

When fully developed, the 48-acre site for one of the city's first redevelopment projects will house five residential complexes comprising 2400 living units. Rounding out the large-scale development—a major shopping center, landscaped lawns lined with trees and shrubbery, underground garages, pedestrian paths, restaurant, swimming pools and cabanas.

Already in the city's changing skyline are these 17-story and 24-story apartment houses in the West End. Four other similar high-rise residential complexes will rise on the 48-acre site.

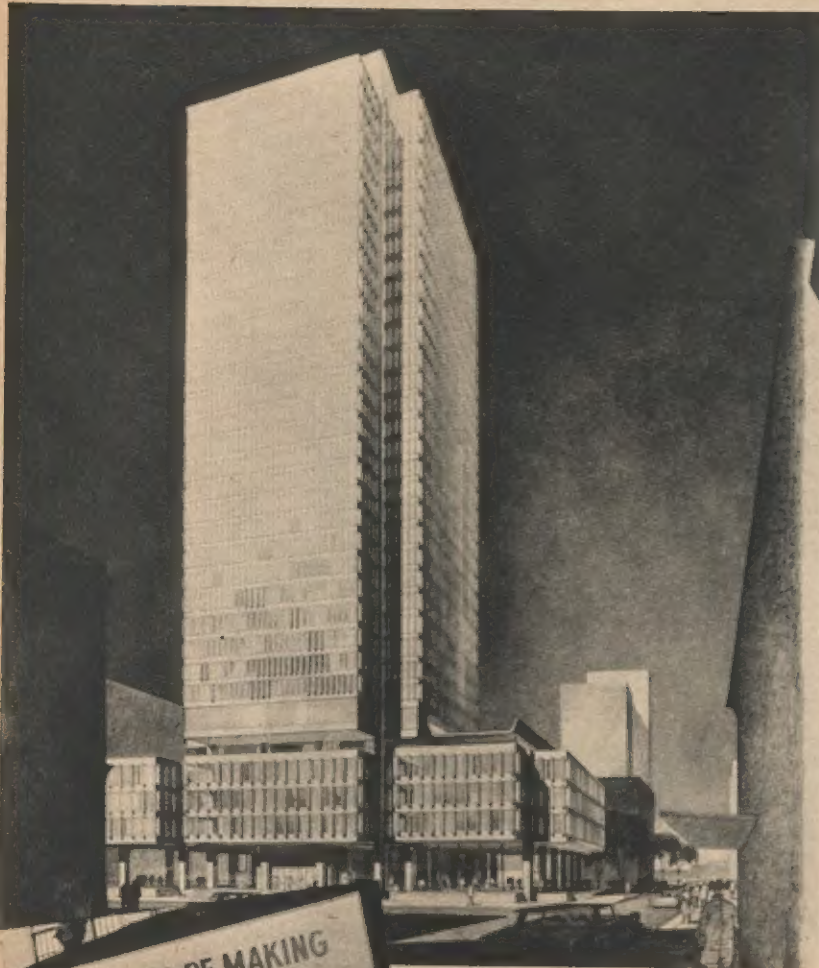


Large-Scale Construction Assured

To build—that is the noblest of all arts.
H. W. Longfellow in Michael Angelo

There will be no bounds in construction of new apartments, hotels, motor hotels, and office buildings in the immediate future of Boston, according to predictions of experts in the field.

A Boston realty expert observes that, "What will transpire during the next decade here we are certain will be unique and spectacular."



SORRY TO BE MAKING
A BIT OF A MESS.
OFFICE BUILDING COMING.
PROGRESS, YOU KNOW.
BOSTON BRITISH PROPERTIES, INC.

Proposed \$30 million British building, a 30-story tower above a four-story base to be located at Franklin and Pearl sts.

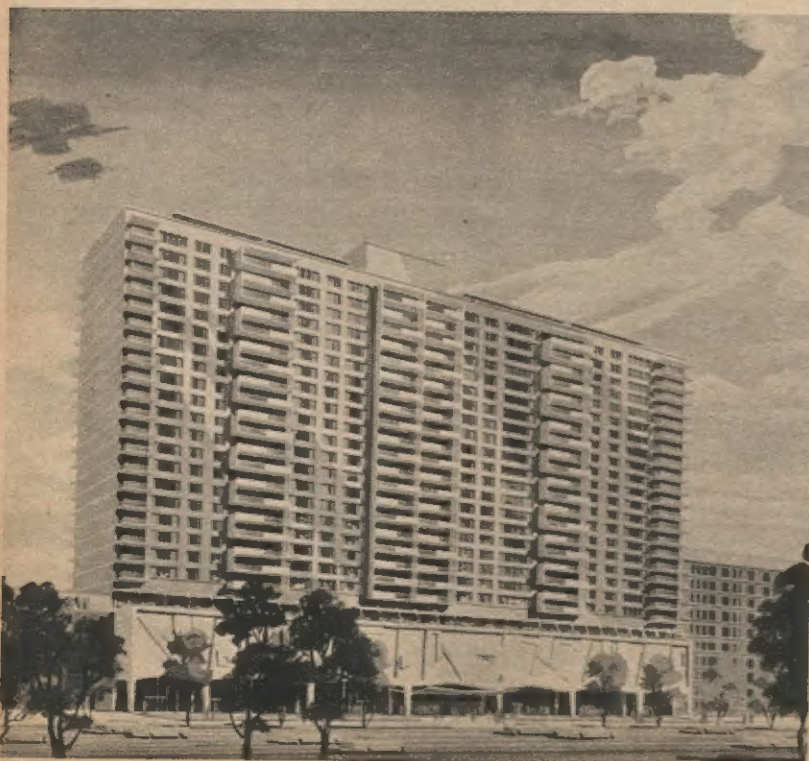
Demolition to make way for British building gets a humorous touch with prediction of things to come.



Nearing completion is \$4.2 million 24-story apartment house as part of the so-called "Whitney st. Redevelopment Project in Roxbury, off Huntington av.



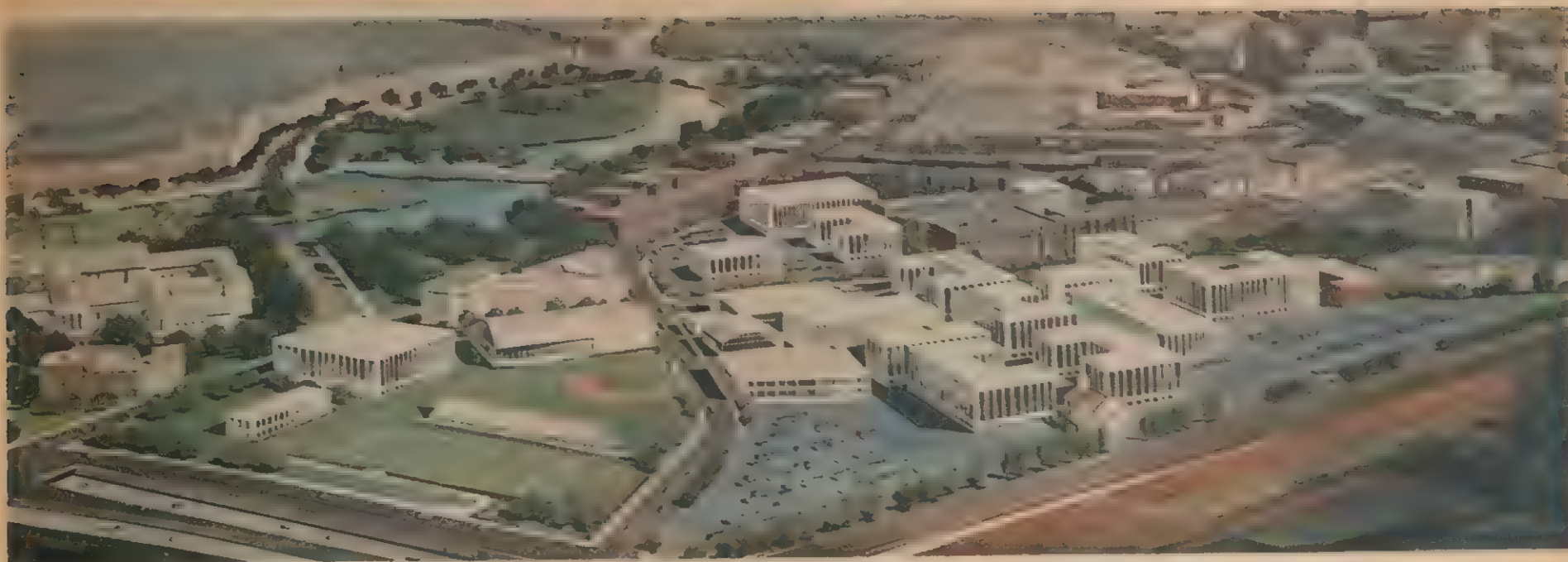
The Travelers Insurance Co. building on High st. shown with proposed additional wing to be constructed soon.



Construction will get underway this Summer on this \$10 million 25-story apartment-office building on Tremont st. overlooking Common that will radically change the face of one of the city's most important streets.



Though not as new as other buildings proposed, the Blue Cross-Blue Shield building on Federal st. makes impressive addition to Boston's skyline.



The new \$40 million Northeastern University campus will be completed in 1973, marking the university's diamond anniversary. Under its expansion program, N.U. plans to more than double the size of its educational facilities and faculty.

"Education is our only political safety."

Horace Mann in *Lectures on Education*

University Expansion Stimulates Progress

Hub of the intellectual universe, Boston supplies the world with leading scholars in many disciplines and pushes the frontiers of knowledge.

Born in Boston institutions of higher learning were the computer, pioneering techniques of heart and brain surgery, and pace-setting theories about the human cell.

Twelve Nobel Prize winners—close to half of the award recipients in the East—have been associated with Hub institutions.

Deeply involved with man's hopes and problems, the city's scholars can be found advising the President in Washington, planning cities in India and industry in Africa, probing the problems of disarmament in Geneva.

The expansion of Boston's colleges—Emmanuel and Simmons are also building—represents her commitment to the universe of knowledge and to keeping Boston in the forefront as the city of ideas.



Boston University residence hall, a \$2.5 million twin-towered structure, houses more than 500 co-eds.



Located in Boston's South End, the \$3 million Boston University Medical Research building is part of the B.U.-Massachusetts Memorial Hospitals Medical Center.

Part of B.U.'s long-range, \$60 million building program is \$4.4 million University Union under construction on the corner of Commonwealth av. and University road.



"Not only must the physician be ready to do his duty
... external circumstances must conduce to the cure."

— Hippocrates



The Children's Hospital Medical Center is planning to build high rise apartments to provide living quarters for house staff, fellows, graduate nurses and employees; a motel for families of patients, and an underground garage. The plan also includes a nursery for children of parents who work at the hospital, a restaurant, bank, cleaning establishment and other businesses. The site is the corner of Brookline and Longwood avs.



Harvard School of Public Health—research buildings, which now are but three and five stories high, will grow to the size shown in architect's drawing by 1975. Buildings are just off Huntington av.

PAGE 12



New health services building planned by the Massachusetts Memorial Hospitals, Boston University Medical Center. This facility, joined to existing clinical facilities, will house ambulatory clinics for both ward and private patients, offices for staff doctors, headquarters for the Home Medical Service, Industrial Health and Rehabilitation Services and Student and Employee Health Services.



Proposed surgical and special services building at the Massachusetts General Hospital, right, will have direct access to both the existing White and Bulfinch buildings. It is planned to house operating rooms, blood bank, research and clinical laboratories, recovery room, X-ray and critical care units in the new structure.

Boston To Be

Boston will be more than ever the medical Athens of America when present plans for growth of the three medical school complexes and of individual hospitals are realized a few years from now.

Buildings now in planning stages will provide impressive additions to Boston's appearance. But more than that they will serve to insure continued progress in medical research, teaching and, most important of all, care of the patient.

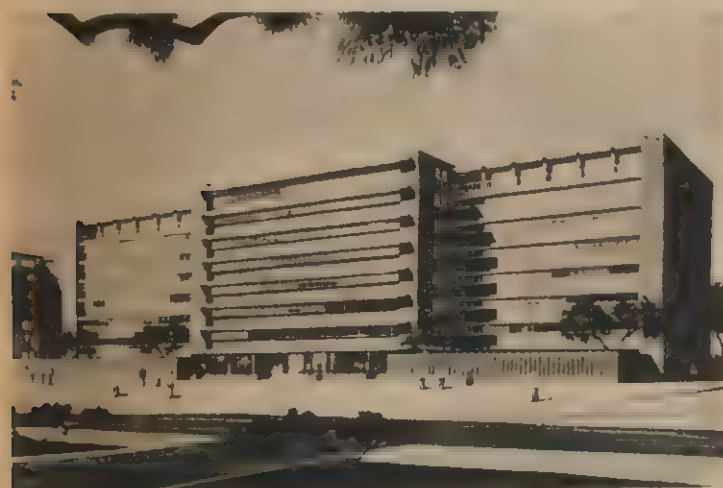
The cluster of medical institutions around the Harvard medical area—medical school, school of public health and dental school—will undergo considerable physical change.

Somewhere in the area a new hospital complex of structures—uniting the Peter Bent Brigham, Robert Breck Brigham, Boston Lying-in, Free Hospital for Women and a portion of the Massachusetts Eye and Ear Infirmary will be in service. Other hospitals, including the Massachusetts Mental Health

BOSTON SUNDAY GLOBE, FEBRUARY 24, 1963



Tufts-New England Medical Center planning department study model indicates projected plans to meet anticipated needs in the future within the medical center area in the South Cove. High-rise block buildings represent new clinical research and educational facilities and new middle income housing. Also indicated are new lower income housing, rehabilitated area and new commercial and community facilities.



Already under construction is a nine-story medical office building at the New England Deaconess Hospital. Located on land bounded by the Riverway, Brookline av. and Francis st., the building is scheduled for completion in November. Also being built is a five-story parking facility for 300 cars, shown at right. Total cost is \$4 million.



Proposed state mental health center—This structure is scheduled to be built on the site of the old South End Army, adjacent to the Boston University Medical Center, which includes the Massachusetts Memorial Hospitals.

More Than Ever a Medical Athens

Center, Beth Israel, Children's Hospital Medical Center and the New England Deaconess Hospital, will have expanded during the intervening years.

The three Harvard health schools will be engaged in new construction and renovation. Under consideration for the area is an auditorium to seat 1500, an office building for physicians, apartments for married interns, residents and students, multi-level parking garages, a motel for outpatients and new commercial activities that will strengthen the tax base of the city.

The Tufts-New England Medical Center and its affiliated units are developing a building plan for the future which is expected to become a model of its type for providing clinical care, medical education and medical research.

The Medical Center, now composed of a complex of old and new buildings, is part of the South Cove area which the Boston Re-

development Authority has scheduled for renewal. Included in the plan is the preservation of the Chinese community and the Bay Village area to the west.

In planning for the future the Medical Center is considering the needs of the residents of the area, other institutions and the city. Future needs are being visualized by study models in terms of building space to meet projected needs. Commercial and residential activities and facilities are included in the master plans.

Projected are possibilities for new buildings for Tufts University of Medicine and Dental Medicine, Pratt Clinic-N.E. Center Hospital, Boston Floating Hospital for Infants and Children and the Boston Dispensary and Rehabilitation Institute.

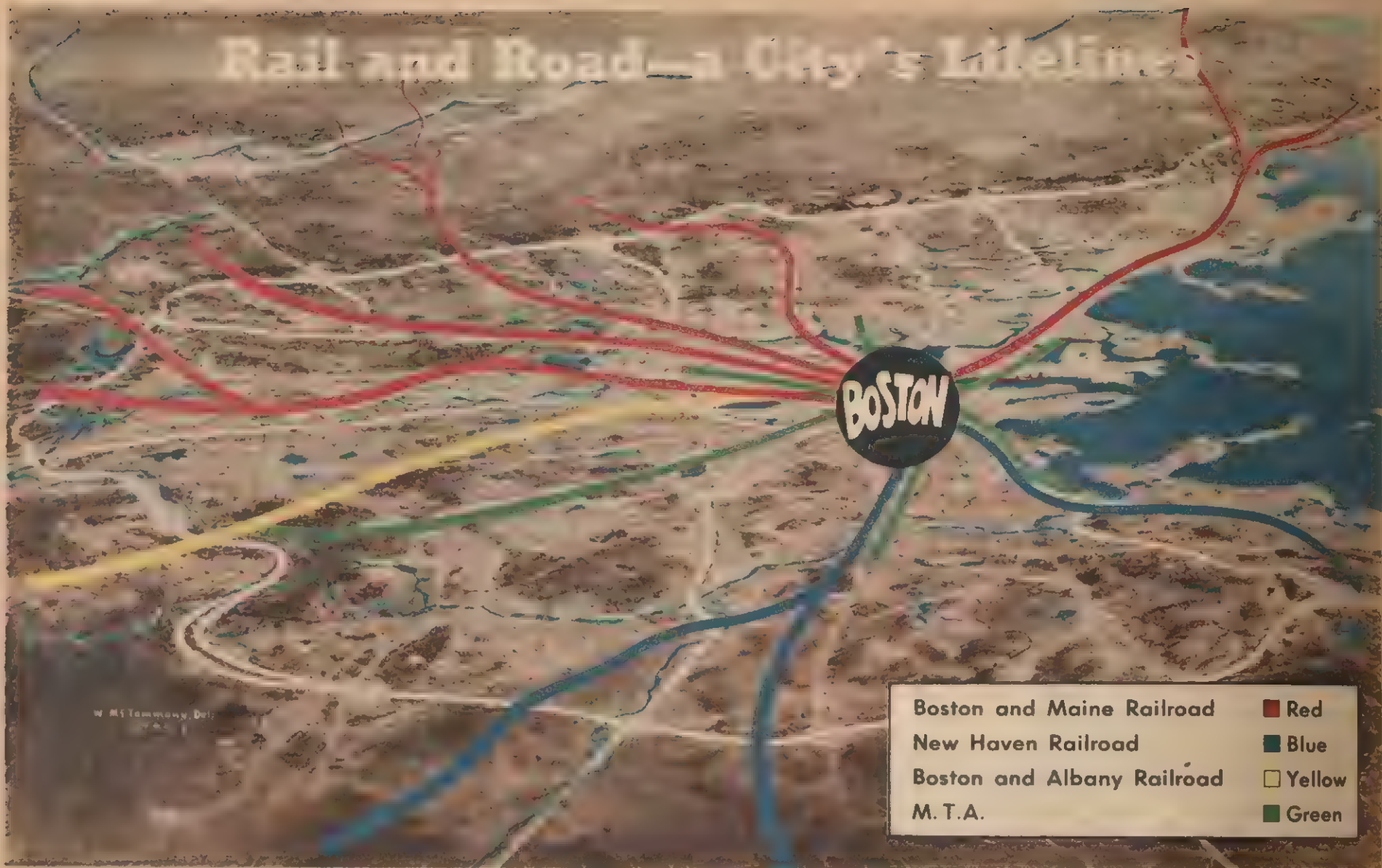
The Boston University Medical Center, created last year, combines the Boston Uni-

versity School of Medicine and the Massachusetts Memorial Hospitals.

The inclusion of additional member units and affiliates is envisioned. Located between Harrison av. and Albany sts. opposite City Hospital, the B. U. Medical Center campus is slated to undergo major face lifting in the next few years. By 1970, one of the most modern medical centers in the country will have replaced the antiquated and overcrowded structures which now house much of the medical school and the hospital.

In addition to a seven-story research building opened in 1961 the first three units scheduled for construction will be a multipurpose residential facility for students, staff and faculty; a building for instruction in the basic sciences; and a health services and ambulatory clinics building.

Within this cluster an ultra-modern mental health center is planned by the State Department of Mental Health.



**"Our economic health depends on
healthy transportation arteries..."**

President Kennedy in State of the Union Speech, 1963

Just as Boston's skyline is changing, so are its transportation lifelines. Both are symbols of the resurgent city.

New expressways and transit extensions, however, are often built more slowly and less dramatically than skyscrapers.

But changes are coming here too. The missing links in the super-road network will be filled in. Boston's excellent spider's web of steel tracks will be used . . . if not for railroad passenger commutation then for conversion to rapid transit, serving the suburbs.

Route 128 and the Inner Belt are intended as circumferential distributors. But the other lines—rail and rubber—are radials converging on the hub of downtown Boston, the center of the city's economic life.

Logan Airport is only minutes away, by subway or auto, a unique factor whose importance will surely grow in years ahead.

Boston's central business district leaders have joined with the city's administration to develop elaborate renewal plans that will transform the district very soon into one of the most attractive and enjoyable areas in which to shop and conduct business, a district served by unmatched rapid transit. City planners and architects Victor Gruen and Associates have been entrusted with the job.



Night lights turn Boston's broad highways into a panoramic sweep of vivid color. Here is the Fitzgerald expressway at the twin tunnels.

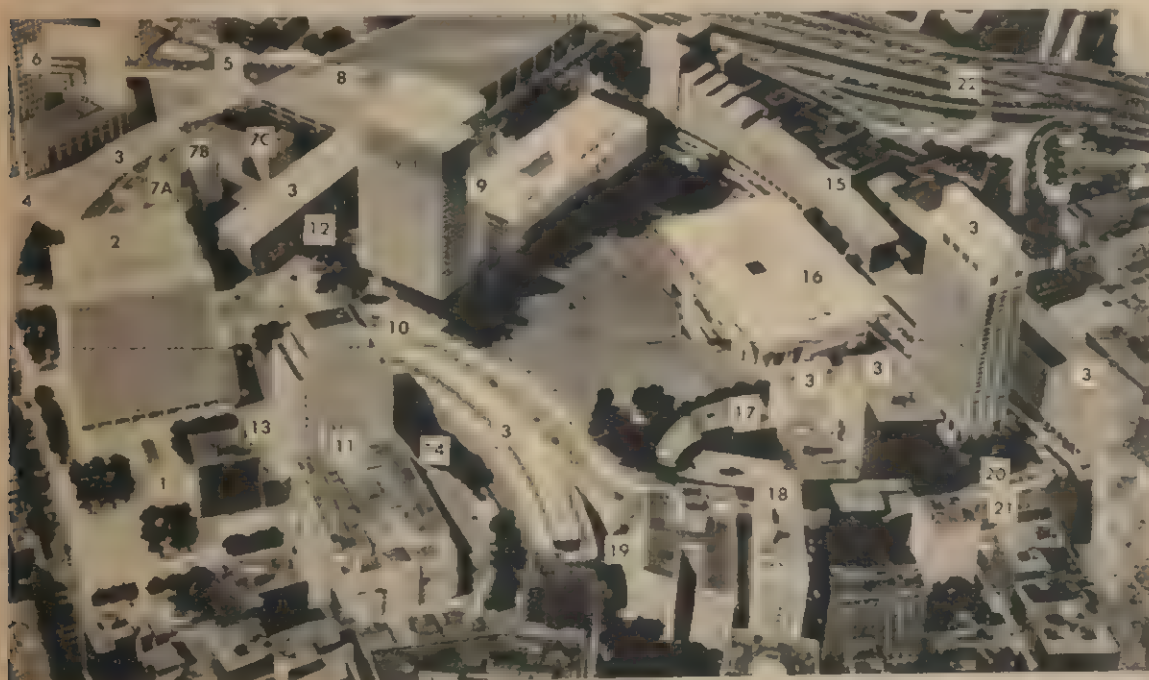
Bold Architecture Changes Scollay Sq.

"Not houses finely roofed or the stones of walls well-built, nay, but men able to use their opportunity."

Aristides in Rhodian Oration



For those who tend toward nostalgia here is a look at the Old Scollay sq. remembered by thousands of persons who have visited Boston. How the area will look from almost exactly the same spot is shown in the artist sketch. In background are the new Federal building and City Hall. For overall look of the new Government Center turn to next page using key below for identification.



Key

- | | | |
|---------------------------------|----------------------------------|---------------------|
| 1. State Office Building plaza | 7B. Tel. Bldg. extension | 15. Proposed Motel |
| 2. State Office Building | 7C. Welfare and Edison Co. bldgs | 16. New City Hall |
| 3. NEW PRIVATE OFFICE BUILDINGS | 8. Garage | 17. Sears Crescent |
| 4. New Chardon st. | 9. Federal Bldg. | 18. City Hall Annex |
| 5. Merrimac st. | 10. Cambridge st. | 19. Tremont st. |
| 6. State Service Center | 11. Court houses | 20. State st. |
| 7A. N.E. Tel. & Tel. Bldg. | 12. New Sudbury st. | 21. Old State House |
| | 13. Somerset st. | 22. Central Artery |
| | 14. Pemberton sq. | |

Certain to draw national attention of city planners, architects and students of the changing urban scene is the tremendous transformation taking place in the former honkey-tonk and burlesque bastion of Scollay sq.

Long a mecca for sailors from every port over the years, Scollay sq. will become the center for day-to-day governmental functions on all levels—city, state and Federal.

New private businesses and commercial operations will complement the civic life and also will function out of attractive and modern buildings.

A total of some \$175 million is being invested in the new Scollay sq. which already is becoming known as the Government Center. Structures of varied and important architecture will soon be mushrooming throughout the 52-acre area which connects with the 48-acre West End redevelopment project to the west, the 100-acre Waterfront project to the east and the downtown and financial area to the south where elaborate multi-million dollar renewal plans also are pending.

Focal point of the development is the proposed new \$20 million City Hall chosen as a result of a nation-wide architectural contest which in itself brought to the attention of the rest of the country the major rejuvenation underway in Boston.

The City Hall, brain child of Columbia University School of Architect faculty members Gerhard Kallmann, Noel McKinnell and Edward F. Knowles, will occupy the site north of Cornhill along Cambridge st. Its new neighbors:

—A \$29 million twin-towered Federal office building.

—A \$34 million state service center housing the Division of Employment Security, mental health division and a health, welfare and education department.

—A \$26 million, 22-story state office building to house some 33 departments.

—A \$7 million garage for 2000 cars.

—A \$20 million private, eight-story curved-shaped office building along Cambridge st. fronting the Suffolk County Court House. The structure will include commercial and retail shops on the ground floor.

—A rehabilitated Sears Crescent block along Cornhill, the mid-19th century structure scheduled for preservation as a link to Boston's past.

—New M.T.A. facility and subway track relocation changes at Scollay sq. for improved transit service.

—About \$45 million investment in further private buildings, an investment which could run into higher figures.

—Four major and two minor streets to replace 22 old streets.

—New central artery ramp changes to permit efficient traffic flow in and out of Government Center.



The Government Center



Schmuck

An Axis of Trade, Municipal Affairs and Merchandising

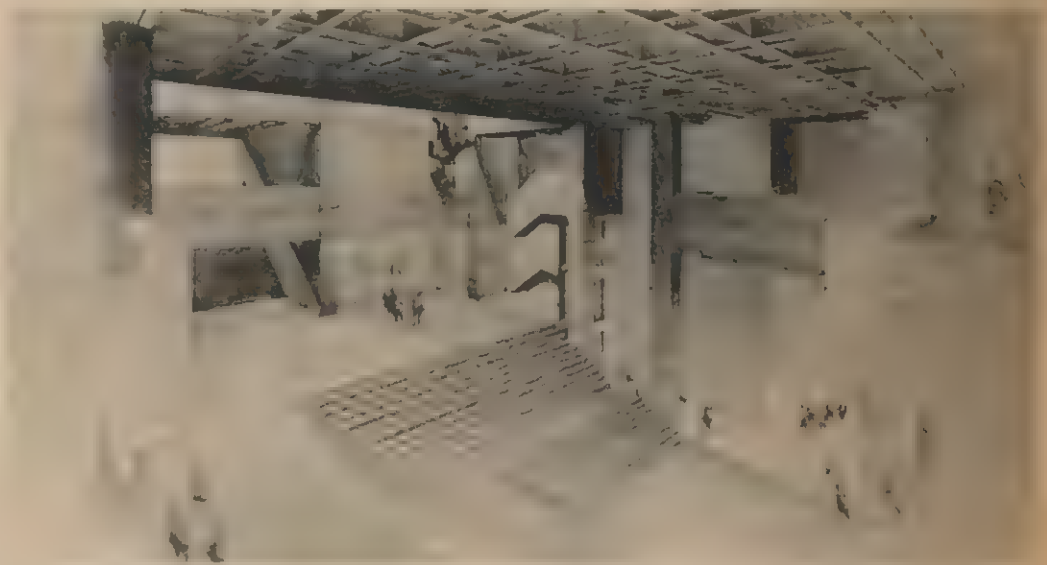
Seats of various governments will locate side by side with headquarters for commercial and financial ventures in Scollay sq. and adjacent areas that include nearby North Station, also awaiting a facelifting, the downtown and waterfront sections. A short walk from Government Center takes the visitors to revitalization areas on all sides.



The north facade of the new City Hall which faces new Federal Building. Massive brick area to left on three levels houses various offices.



Designers of Hub's new City Hall, Columbia University faculty member, left to right, Gerhard M. Kallman, Edward F. Knowles and Noel M. McKinnell. Collaborating with these competition winners is local architectural firm of Campbell and Aldrich.



New City Hall's south entrance hall showing massive staircase on ground floor and upper levels.



North Station, sitting next door to the Government Center and affected by latter's program, is looking forward to its own renewal program that includes elimination of elevated and transforming area into attractive boulevard.



A prime address in the Government Center will be "One Center Plaza," an eight-story office building with ground retail space to serve Scollay sq. Building fronts court houses at Pemberton sq. It is across from new City Hall.



The state's contribution to the Government Center includes a 22-story, \$26,000,000 building which will house 33 agencies and departments in area bounded by Bowdoin, Cambridge and Somerset sts. Large plaza area faces rear of building.



Rehabilitation will play a part in the Government Center particularly for mid-19th century Sears Crescent block on Cornhill. Planners argue it will serve as bridge between old and new in Boston.

**"Divine Nature gave
the fields, human art
built the cities."**

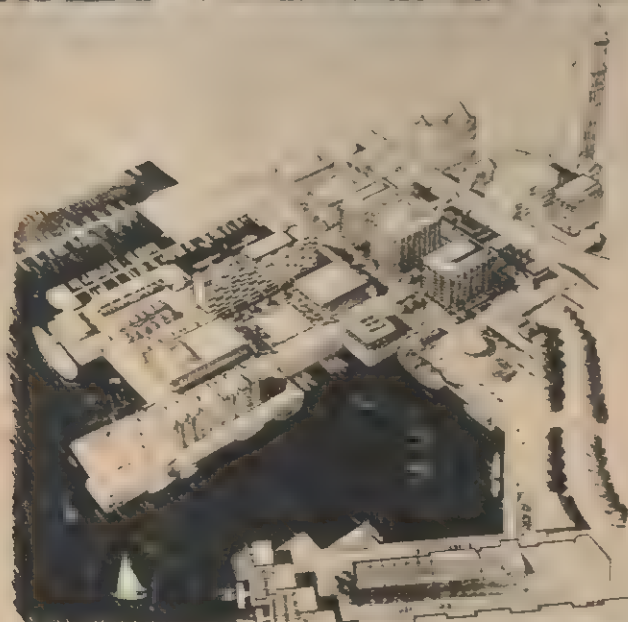
Varo in De Re Rustica

Federal government's contribution to Government Center is twin 26-story tower bridged to a long four-story wing in the rear. The \$28 million structure will be occupied by 12 Federal agencies. It will stand north of new City Hall.





Aerial view outlines the waterfront project area which currently houses obsolete piers, and half-used buildings. Some of the sturdier buildings have been converted to apartment use.



Present blighted area along waterfront would feature new activities. From lower right to top center are shown tower apartments, marina, motor hotel, new residences, including new buildings and wharf building rehabilitation.

Waterfront Seen

Boston's "Windows on the World" will soon be reopened.

Rotting piers, half-empty warehouses and industrial buildings—only token reminder's of the city's proud sea heritage—will be cleared for a \$100 million spectacular development along a broad stretch of the Atlantic av. waterfront.

The sea, long shut off from the rest of the city by closely-packed buildings and the artery, will be opened through new landscaped parks and recreational areas which will serve as tourist attractions. These will be integrated with residential construction for high-rise apartment buildings, town-houses. Dignified old buildings worthy of rehabilitation will be converted into apartment use.

The 100-acre renewal area stretches from the U.S. Pierhead line to the Faneuil Hall area to the west and from Northern av. to the south to Constitution Wharf to the north.

The proposed development represents

a partnership approach to rebuilding between the Greater Boston Chamber of Commerce which undertook preliminary planning at its own expense and the city fathers. The Greater Boston Chamber is following through with final planning under contract with the Boston Redevelopment Authority. The same type of city-private organization cooperation is also in effect for the nearby Central Business District and the South Cove

What's planned for the future waterfront?

About 2200 units of housing in buildings ranging in height from three stories to 20 stories or more. Luxury and moderate income units will be made available. Some 150 townhouses will be built for sale.

Middle income housing will be constructed in the area adjacent to the North End as a means of helping to strengthen the historic district, where renewal of-



The proposed new Long Wharf Plaza, a focal point along the waterfront. Building at left is a restaurant. At right is proposed aquarium. Plaza with sidewalk cafe overlooks a cove, beyond which are new apartments on left and the old Commercial Wharf building at right background.



A Proposal ...

As Residential Showplace

Officials stress, rehabilitation and preservation will take place.

A motor hotel, a marine motel, restaurants, an aquarium, new office buildings, a new scenic boulevard to replace Atlantic av., are part of the elaborate plans. The area around Faneuil Hall will undergo strictly a conservation and rehabilitation effort.

Tax return will double from the area, predict planners. Some 500 businesses, mostly in the food distributing and processing field will be relocated to a new food center where officials say they will operate more efficiently and economically than at the waterfront.

"Just as Rte. 128 has been the effective symbol of suburban Boston's growth, the Downtown Waterfront-Faneuil Hall Renewal Project will be a glowing symbol of the central city's enormous vitality," says the chamber's waterfront report.



The Malls of Tomorrow

South Market st., presently a nightmare of cluttered traffic, would be given new uses under waterfront plan. Building along street, leading to waterfront, would be rehabilitated for shops, restaurants, offices on lower floors and for apartment uses on upper floors. An historic promenade, free of all motor traffic would be part of plan. An unobstructed pedestrian path would run from Government Center to the harbor.

Boston Puts New Display In Its Window on the World



By 1975 Boston will see its decaying Atlantic av. waterfront transformed into a showplace section, where modern high rise apartment buildings, town houses, spacious public parks, marinas, an aquarium, commercial and office structures will be the new waterfront landmarks.

I would have our dwelling-houses built to last and built to be lovely.

John Ruskin in Seven Lamps of Architecture.



Rejuvenated Neighborhoods Strengthen Total City

Much of the city's strength comes from the solid and responsible citizenry that inhabit the many neighborhood sections. Recognizing that neighborhood areas, weakened by blight, by an exodus to suburban areas of the city's youth and by a rapid decrease in property values contribute to the downfall of the total city, renewal and city officials are emphasizing a massive rehabilitation program.

The total bulldozer approach will have no place in neighborhood renewal, stress officials, who have launched a "planning with people" campaign through which neighborhood groups on the grass roots level help the planners formulate the make-up of the future neighborhoods.

Already such cooperative

planning has been underway in Washington Park, Roxbury; in the South End, and to some extent in the famed Charlestown area, but whether renewal plans in the latter area will be acceptable is still questionable at this point.

The plan for all the neighborhoods is more or less the same. The city, with Federal aid will spend millions for new schools, new streets, parks and recreation areas. In conjunction with the city's contributions, bank loans for rehabilitation will be made available to residents. In many cases refinancing under special renewal mortgage interest rates will enable residents to rehabilitate their property without adding to their mortgage burdens. New moderate in-



Thompson sq. in Charlestown becomes a more inviting square without the elevated. Renewal officials are optimistic that, with cooperation of other state agencies, the "El" can be removed with Federal urban renewal funds. A renewal plan, however, must first be accepted for Charlestown. With some street and sidewalk improvements, Thompson sq. could look like scene in drawing.

come housing and modern shopping centers complement other efforts.

Hundreds of meetings with resident groups to come up with renewal plans acceptable to the majority have been held. Hundreds of more will take place as the city strives to reclaim decaying neighborhoods, restoring them to the status they once held—as areas where the youth want to remain, where parents find it extremely advantageous to bring up their children.

For neighborhood areas where decay has not crept in, conservation measures will be stressed, combined with municipal improvements such as new street lighting, and street improvements.

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Planning With People—

Hundreds of meetings between city planning staffs and neighborhood groups culminated in exciting proposals for renewal of a 502-acre area that has been undergoing steady decay over the years.

Emphasizing a planning-with-people process, the city's renewal agency has shaped a final blue-print for a new Roxbury section that represents a series of concessions and recommendations on the part of the city's administration and the area's citizens.

The future Washington Park area will see run-down homes turned into attractive and well-maintained dwellings through an intensive rehabilitation program which receives major stress in the plan.

Complementing the rehabilitation program is spot clearance of unsalvageable areas where new construction takes place.

Residents, in the near future, will be occupying 1500 new garden-type units, new single family houses, or duplex or row housing where once decrepit structures and trash-strewn alleys stood. They will shop in brand new neighborhood commercial centers and their children will attend well-lit and spacious modern schools.

Children will play in the safety of large playgrounds, tot-lots and lush green park areas. A new civic center will administer to the varied needs of the community.

Boston, 1975, will be pointing with pride to this neighborhood which 25,000 persons call home.



ILLUSTRATIVE SITE PLAN

Washington Park Urban Renewal Area

BOSTON REDEVELOPMENT AUTHORITY

-  Rehabilitation
-  New Housing
-  New Neighborhood Shopping Center
-  New Community Shopping Center
-  New School
-  New Church
-  New Civic Center
-  New Community Facility
-  New Park and Open Space
-  New Industrial Facility





Middle Income Homes to Remake Neighborhoods

Boston faces a new era in housing construction with the emphasis on family units within the city's neighborhoods.

While urban redevelopment in the beginning concentrated on intown luxury housing developments, the shift is now geared to meet the needs of lower-income families—those unable to qualify for low-rent public housing and whose incomes are too low for the luxury units.

Housing units ranging from one to four bedrooms, at rents in the \$80 to \$105 class, depending on number of bedrooms and including heat, are among the objectives.

To produce the best possible housing at the lowest cost, the Boston Redevelopment Authority has put experts to work drawing up attractive prototype apartment buildings to suit the several neighborhoods.

In this field something new and somewhat unprecedented is being undertaken that will require the cooperation of many public and business leaders for accomplishment.

Already some groups have indicated a willingness to sponsor this type of housing which has the encouragement of the Federal Urban Renewal Administration. The Federal government has made available low mortgage interest rates to builders as an inducement.

Such prototype housing will be found in the Washington Park, Roxbury, area where plans are underway for at least 1500 new units to spark wider rehabilitation efforts.

The South End and Charlestown also may be getting the new low-rise multi-bedroom units.



"A great city is that which has the greatest men and women."

Walt Whitman in *The Broad Axe*

Three possible variations in housing arrangements are accomplished by architect Karl Koch and builder Mark Waltch, consultants to renewal board, who are devising prototype low-cost housing. Other arrangements utilizing "building block" methods and pre-fabricated parts are also possible.

Housing layouts can be varied depending on the site plans. Garden-type two-story developments or four-story walk-up units can be built, with or without courtyards and with or without parking areas.

Main building material would be pre-cast concrete. Facades can be varied in a number of ways to prevent monotony and dullness without swelling costs.





As It Is Now

A stretch of South End back yards presently cluttered with refuse. Here is open space almost totally unusable for enjoyment by inhabitants of residences. In background rises the Prudential Center, a symbol for recovery of one section of the Back Bay. If the same spirit prevails in the South End, sections such as this can also receive new life...

Redeeming South End Residences

As It May Be

New life to old neighborhoods through rehabilitation. Gardens could be enclosed by brick walls. Much space can be turned into common space for use of residents. Alleys could be enlarged and play space produced. Ground can be paved in patterns of squares to give a plaza effect.





Night lights in the new government center are caught in this expressionistic oil by Thomas Carleton of Waltham, an award winner.

"The city is both a physical utility for collective living and a symbol of its collective purposes. With language itself, it remains man's greatest work of art."

Lewis Mumford in *The Culture of Cities*



This semi-abstract by Rosalind Whittemore of Boston tumbles the demolition projects and the emerging structures into one.



A precisely rendered composite view of the Boston of 1975 depicts the changing city. The artist is John Welch of Woburn.

The Emerging City Seen Through the Artist's Eye

The new Boston look was the subject of a Boston Globe Civic Art Competition to interest Greater Boston artists in the city's renaissance. Judges selected two prize winners and two honorable mentions which are here reproduced.

The entries reflected a wide variety of styles and technical accomplishment as the artists sought to translate in visual terms the dynamic quality inherent in the emerging city.

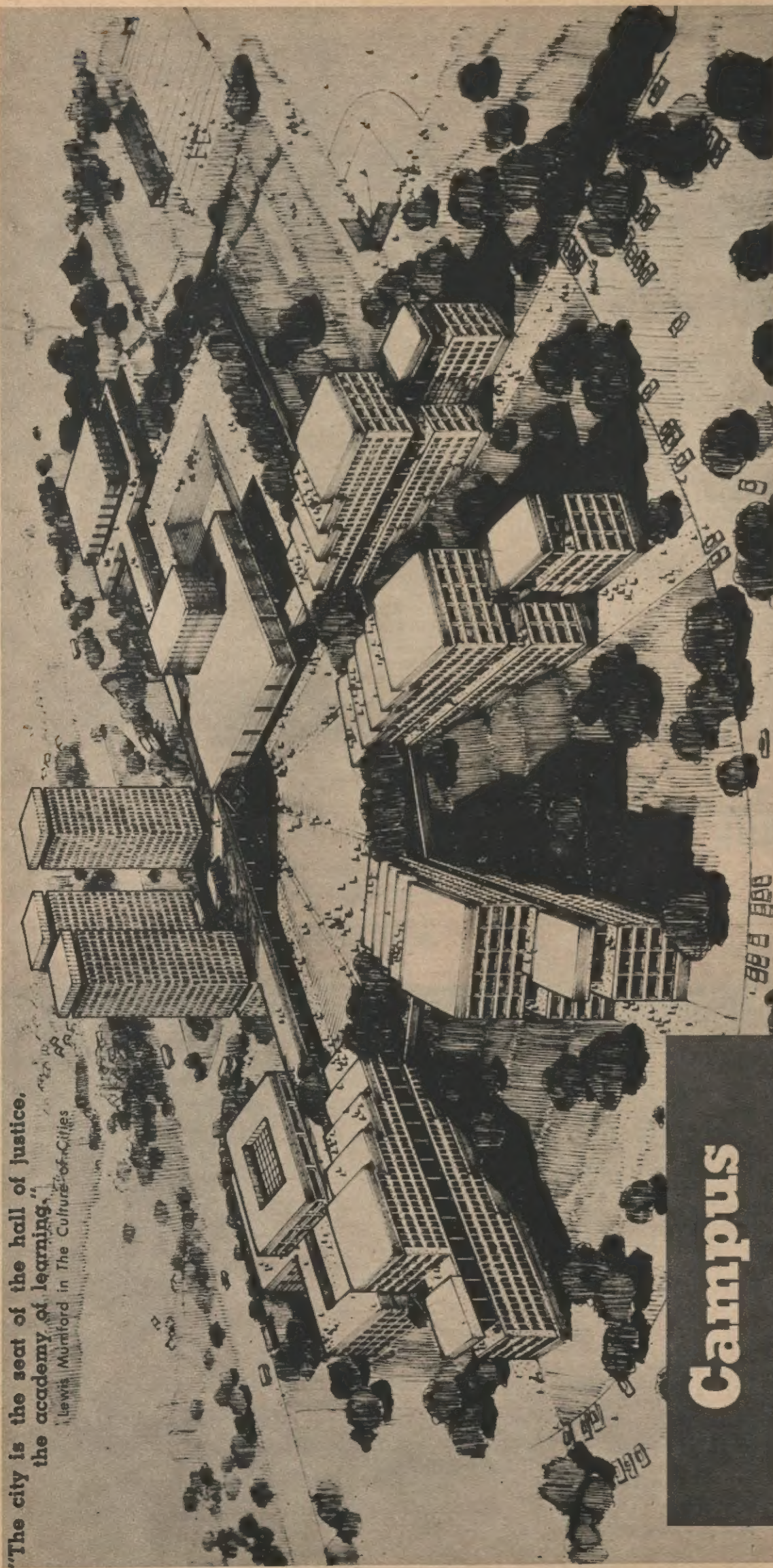
Two James Morgan awards of \$250 were made. The task before the artists was a difficult one. The emotional impact of the new government center, the new waterfront, the new Prudential center, the neighborhood programs will not be felt until the construction is complete. The Globe's contest was calculated to direct the attention of the artists to the new world of subject matter the rebuilt city will provide.

Bright view of the waterfront area in the shadow of the Custom House, is reflected in this oil by Betty Schreurs of Danvers.



"The city is the seat of the hall of justice,
the academy of learning."

Lewis Mumford in *The Culture of Cities*



Artist conception of what the bold campus-type high school might look like includes such new concepts as high-rise buildings to take full advantage of scarce acreage in city.

Campus High School



The key to buildings:

1. School and job programs
2. Industrial arts
3. Economics and business
4. Fine arts, experimental classes, administration
5. Science and advance studies
6. Auditoriums
7. Athletic facilities cafeteria, administration space
8. Houses under house plan type of education; including library,
9. Stadium and recreation facilities

Rising steel, concrete and brick may be impressive but it can be somewhat meaningless if the interest of the city's youth is neglected.

To keep pace with a new Boston, city and renewal officials have shown considerable concern in preserving and improving one of the most precious gifts a municipality can offer its young citizens—educational opportunities.

Integrated with physical rebuilding is a bold, imaginative and far reaching program for massive school plant rebuilding. The city will be able to take advantage of Federal aid through urban renewal to improve its school facilities.

Between now and 1975, city officials hope to see the construction of 55 modern schools and 12 additions to local schools and the closing of some 70 elementary schools which through age have outlived their usefulness. A \$96 million school construction program is envisioned in the comprehensive school survey made by the Harvard School of Education for the Boston Redevelopment Authority.

Topping school recommendations is a proposal for a city-wide campus high school (artist conception on this page) for 5500 students that would offer comprehensive

and diverse educational opportunities. It would include advanced academic, science, business education, music and the performing arts, general education and work-study programs. The first unit proposed would be a new English High School for 2000 pupils.

Utilization of the "House Plan" (small, separate schools within the larger schools) would help preserve the intimacy and close contact between student-faculty despite the large numbers.

Such a campus high school, say the educational experts, will make it feasible to provide many auxiliary services and facilities that could not be justified in smaller schools, such as computer and scientific equipment, language laboratories, a large modern library with a minimum of 80,000 to 100,000 books, specialized laboratories and equipment, a theater, gymnasium and recreational space and music rooms.

The broad campus high school is seen by many as the most promising plan for Boston.

Whether Boston's school facilities will be equal or better than those of other American communities by 1975 will depend upon the decision taken now by the school authorities. The blue print has been laid out.

City Retains Pride in Older Architecture

"Think of a city and what comes to mind? Its streets. If a city's streets look interesting, the city looks interesting; if they look dull the city looks dull."

Jane Jacobs in The Death and Life of Great American Cities

While proposed new buildings are exciting, the city can continue to point with pride to structures that have already proven their architectural worth. Some of the landmarks that have contributed to Boston's beauty are shown on this page. There are certainly many more that have enriched Boston and which will stand for many years to come.



What visitor to Copley sq. has failed to marvel at the architecture of this dignified landmark?



The Emmanuel College building that graces the Fenway.

The Copley sq. library building that occupies dominant site in one of the country's well-known squares.



The center for Boston's cultural activities, Symphony Hall on Huntington av



The Harvard Medical School in the Fenway area.



The famed Christian Science Church, the Mother Church.



The 26-story John Hancock Life Insurance Co. building in the Back Bay.





New Boston Should Host World's Fair

The New Boston, a city of ideas, of storied universities, unmatched medical centers, research plants, development laboratories and an army of scholars and scientists, is the ideal city for the 1975 World's Fair.

In 1775 Boston patriots led the colonies against a political tyranny. By 1975, the city will have eliminated the tyranny of economic strangulation caused by inadequate access and decaying properties.

Slums have already been leveled, substandard structures razed. The Prudential Center rises in the Back Bay, the new Government Center downtown, an axis of rebirth and growth. Neighborhoods will take on new pride and new character. Everywhere is the sense of renewal.

But the historic past is not lost, but preserved. The city's beauty not despoiled but enhanced. Visitors to a World's Fair would find the blend of the old and new that Boston alone could offer, and participate in the innumerable national anniversaries that will be marked in 1975.

The Old South Meeting House, Faneuil Hall, Paul Revere's home, his statue on the mall, the Common, the Public Garden, the Bulfinch State House, Old Ironsides, Park Street Church, the Old State House, the site of the Boston Massacre, the monument to Crispus Attucks, the Charles River—each a mecca for tourists.

Below, an artist's dream of how a world's fair panorama might transform South Boston's Pleasure Bay.



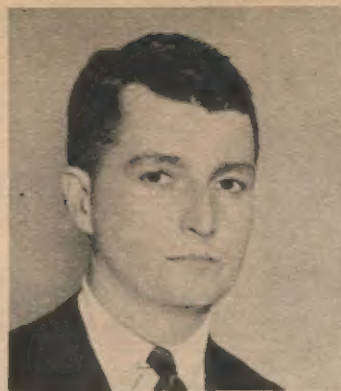
"If Bostonians act positively and promptly, the Hub can host a World's Fair in 1975 commemorating the Bicentennial of the Revolutionary War."

Gilbert A. Hood is Bostonian



"The people are the city."

Shakespeare in Coriolanus



WILLIAM O. TAYLOR,
Globe Treasurer



JOHN I. TAYLOR,
Globe President

DAVIS TAYLOR,
Publisher of the Globe.



CHARLES H. TAYLOR,
Assistant to Publisher

A City Renews Its Youth

...Where people of courage and vision came in small, sturdy sailing ships, over wide seas, 337 years ago, to start the America we know today...

...where now a 52-story building, beyond their wildest dreams, grows in a city that sheltered the settlers in tiny frame houses, fashioned in the sawpits...

...where young and old, from all parts of our far land, make the most moving of all historic pilgrimages ...to see where America got its go...

...where the builders of modern America now come...

To get ideas

from the fertile brains of men in our laboratories, at our drawing boards, behind desks in our counting rooms, behind machines that require men of skills...

To get money

from men of sound foresight who, over the generations, have furnished the capital for the expansion of the greatest industrial nation in the world...

To see men of science and medicine

whose wise and prudent research has made the city the medical and scientific capital of the country...

To read newspapers

more of them than in any large city in the country... of many complexions and all of good character...

To find colleges

and schools for the oncoming generation... interpreting a civilization coming of age...

And Now They See . . .

A city not content to live on its proud past...

A city that is like a family which remakes its old home... to keep its character and warmth...

and to add all the comfort and convenience available to Americans of today...

A city that has full new branches on its old roots...

A city that has the courage to rebuild its business, its highways, its neighborhoods... a new city to work and live in...

A city now in the midst of a remaking that will be the wonder of generations to come... a new hub in the wheel of modern plants and beautiful communities all but encircling the city...

A city that is shaping its own destiny... making its dreams of greatness come true...

A city with men and women equal to the challenge of such brave venture... with the fortitude to see the thing through...

A New-Old City

in which the Globe is proud to play its part and happy to contribute this brief biography of the Boston of tomorrow

Other public and private building projects than those touched on are underway throughout the city.

They include the 32-acre New York streets project in the South End. Clearance work will soon get underway in Castle sq. where new housing and commercial developments are expected.

There's a proposal for 400 housing units for Mattapan, and a 10-story apartment building off North Harvard st., Allston.

Davis Taylor